

Washburn County Tourism Association
Minutes of Monthly Meeting -- Tuesday, January 9, 8:30 a.m.
Washburn County Information Center

1. Meeting was called to order at 8:30 a.m. by Kathy Martin.
2. Roll Call:

	Kathy Martin	Dana Morlock	Rene Magnuson	Joe McGrath	Steve Waggoner	Sue Churchill	Tara Burns	Ann Miller	Charlie Swanson	Victor Sacco
Present	x	x	x	Via Phone	x	x	x		x	x
Absent								x		

Others present: Michelle Martin, Kaitlin Hanson, Addie Erdmann

3. Waggoner made a motion to approve the current agenda, seconded by Swanson. Motion carried.
4. Minutes of the November meeting were circulated. Waggoner moved to approve as presented, seconded by Sacco. Motion carried.
5. The Financial reports for November and December 2017 were circulated for review. Morlock raised concern that the maintenance account shows on the P&L statement. Martin will work with the accountant to come up with a better way to show maintenance account. Morlock moved to accept the financial report and line item transfers as presented, seconded by Swanson. Motion carried.
6. Citizen Comment: None
7. **2017 Annual Report:** Martin presented the 2017 annual report via PowerPoint.
8. **Guest Blogger Project:** This project would utilize the English Departments in each of the four schools throughout Washburn County-Birchwood, Northwoods (Minong), Shell Lake, & Spooner for a total of 3-4 bloggers. These bloggers would go through an application process to be submitted to the Assistant Director. If selected they would be committing to writing blogs for one year (May 1st through April 30th). Morlock made a motion to approve the guest blogger project, seconded by Churchill. Motion carried.
9. **Visitor Guide Bid Process:** Martin presented a one year trial for a new visitor guide bid process. Tourism would take checks directly from advertisers instead of check being given directly to the printer. A bid letter will be presented at the February board meeting. Waggoner made a motion to approve the one year trial, seconded by Sacco. Motion carried.
10. **Sport Show Update:** Martin updated that there are volunteers scheduled for each of the shows – Chicago, Rochester, La Crosse, Eau Claire, and Minneapolis.
11. **Gift Shop:** The sales tax application will be done via Anderson Hager & Moe. Michelle and Kaitlin will be working with Kathy Martin to set up inventory and ordering of items. A cash register will be ordered to use for the gift shop.
12. **Welcome to Washburn County Signs:** Tabled
13. **Marketing Report**
 - a. Regional Marketing:
 - ITBEC will be meeting on January 16th
 - Namekagon River meeting on January 16th
 - b. Group Tours:
 - February and March advertisements are being placed.
 - c. Other Marketing/PR:
 - i. Style Sheet/New Logo – Michelle has created a style sheet including the new logos to be used for Washburn County advertising
 - ii. Event Posters – Create event posters on a more regular basis; opportunity for sponsorships on the posters.
 - iii. Photo/Video- Kaitlin gave an update from Sunday, January 7th, there was a full day of a Winter Fun photo shoot which included ice fishing, fat biking, cross country skiing, ice skating, snowshoeing and snowmobiling.
 - iv. Tin Ceiling Project – Michelle updated on that there is progress being made on the brochure.
 - v. Other – Washburn County Winter Campaigns are placed for winter; examples of the ads were circulated.
14. **Director's Report**
 1. Railroad Park Update: Michelle and Sue updated that Railroad Park Committee met before Christmas. There have been new donations received to support the park.
 2. Forestry/Trails Report: The snowmobile trails are open except for the SE portion of the county.
 3. Office Update:
 - i. Kaitlin is officially our Assistant Director as of January 1st.
 - ii. Addie Erdmann started as the Executive Director for the Spooner Area Chamber of Commerce last Tuesday.

- iii. Information Center invoices should be completed this week to give to Chamber & Rodeo
 - iv. Heart of the North Days Update: Michelle and Kaitlin will be going to Madison on February 8th and meeting with the Department of Tourism.
 - v. Kaitlin has created a mailing list for the Visitor Guide bulk mailing; they will be sent at the end of the week
 - vi. A new Visitor Guide distribution tracking sheet has been implemented to better track out VG numbers throughout the year
 - vii. ATV Survey cards have been created; they are being given out by the clubs/local businesses and also being put in ATV information requests.
 - viii. Namekagon River Project: The new maps were delivered last week; there are nearly 75,000 and will be distributed at various sport shows.
 - ix. Big Bundle Up finished at the beginning of January and we gathered over 200 items that were donated to the Washburn County Food Pantry.
 - x. Break Room Update: Michelle brought in a larger refrigerator & the county will be taking the desk and crate of letters/projector to put in the county auction in June.
 - xi. Kaitlin is working on a website redirect list as we found there are some broken links out there.
 - xii. Destination Development information has been sent to the area chambers.
 - xiii. Finished up to date local media list; available to businesses/organizations if needed.
4. New Owner Meet & Greets: None
 5. WI Dept. of Tourism Update: Michelle and Kaitlin will be attending the Governor's Tourism Conference March 11th through 14th.
 6. Website Statistics were circulated for November and December. Visitor statistics were circulated for November and December.
15. Receipts/Reimbursements: None
 16. Correspondence: Thank You card from Lakeland Family Resource Center
 17. Citizen Comment: Dana Morlock reported Deer Advisory Council will meet again in March. Morlock also reported that there is a signed letter of intent for the sale of Heartwood Conference Center and Retreat but no purchase agreement. Tara Burns reported that the Shell Lake Arts Center is throwing around the idea of organizing a bike race with more information to come.
 18. Possible Future Agenda Items: Welcome to Washburn County Sign, Bid Letter for Visitor Guide
 19. Motion to adjourn was made by Waggoner, seconded by Swanson. Motion carried. Meeting adjourned at 9:51 a.m.

**Next Board Meeting Date:
Tuesday, February 13, 2018, 8:30 a.m.
Washburn County Information Center Meeting Room**